

# BURNING RIVER LACROSSE *Crosse Out Cancer!*

**For Immediate Release**



## 2016 Crosse Out Cancer!

### College Lacrosse Showcase For the benefit of Breast Cancer Research

**Lakewood, Ohio – October 14, 2016** – Burning River Lacrosse, Cleveland Clinic, Hawken School, Renegade Brands (Sweat X Detergent), and the Ohio Machine are proud to announce the results of the **2016 Crosse Out Cancer** college lacrosse showcase to benefit the Comprehensive Breast Oncology Program at Cleveland Clinic. This year's event was held on Sunday October 9, 2016 at Hawken School's Walton Stadium. The event featured scrimmages between college lacrosse teams from Canisius College, University of Indianapolis, Lake Erie College, Mercyhurst University, Ohio Valley, Seton Hill University, Walsh University, Wheeling Jesuit University, Brock University, Adrian College, Capital, Hiram College, Kenyon College, Ohio Wesleyan University, Olivet College, Saint Vincent College and Thiel University

The event also featured guest speaker, Brittany Whitman, who was diagnosed with stage one breast cancer at the age of 24. Upon diagnosis, Brittany began treatment at the Cleveland Clinic which included chemotherapy, surgery, fertility treatments, and reconstruction. Brittany has finished treatment and has been deemed cancer free.

In addition to a career in finance, she has since become a group fitness instructor and taken on several advocacy roles at the Cleveland Clinic and other various organizations. She was welcomed at the event as another voice in the fight against cancer.

This year's event raised **\$20,153** (over \$128,000 in the past 6 years) for the Comprehensive Breast Cancer Program at Cleveland Clinic and had over **1,800** fans, players, and volunteers in attendance throughout the day. Event revenues were generated through sponsorships, donations, t-shirt and sweatshirt sales, ticket sales, and food truck sales and through fundraising efforts of the participating teams themselves. These efforts were led by the players and staffs of Ohio Wesleyan (\$7,000) and St. Vincent (\$1,700). The funds raised will support the program's goal to advance research in

breast cancer.

“We really appreciate everyone who came out to support this year’s fund raiser and made this a great day for the Northern Ohio lacrosse community,” stated Woody Calleri, Director of BR Lax “We are thrilled to have exceeded our fundraising and attendance goals of \$17,500 and 1,500 attendees.”

“On behalf of the Cleveland Clinic, The Burning River Lacrosse family, the college participants and our program sponsor’s we would like to thank everyone who donated, attended or volunteered their time to help make the event a huge success,” stated Calleri “Building on this year’s success, we have already begun planning for 2017 and look to expand the number of teams participating and the amount raised in support of breast cancer research.”

For more information on:

- The **2016 Crosse Out Cancer!** event please visit [http://www.brlax.net/template\\_2016cocshowcase.cfm](http://www.brlax.net/template_2016cocshowcase.cfm)
- To find info about the Cleveland Clinic cancer program, please visit [my.clevelandclinic.org/cancer/default.aspx](http://my.clevelandclinic.org/cancer/default.aspx)
- **For more information on** Burning River Lacrosse please visit ([www.brlax.net](http://www.brlax.net)), Facebook (BRLAX) or contact us at [wcalleri@brlax.net](mailto:wcalleri@brlax.net) or 216-373-5684.
- To find information on our wonderful sponsors please visit [www.brlax.net/template\\_cocspponsors.cfm](http://www.brlax.net/template_cocspponsors.cfm)

*Cleveland Clinic’s Comprehensive Breast Cancer Program offers the highest-quality care for screening, diagnosis and treatment of breast cancer. Equipped with state-of-the-art technology, our team tailors treatment plans to the patient’s needs, taking into account the type of cancer, the age of the individual, the degree to which the cancer has spread, and the patient’s general health and desires. Our breast cancer specialists also offer an array of resources that can help patients cope with the demands of breast cancer.*

*Burning River Lacrosse was founded in 2005 to provide developmental lacrosse opportunities at all levels (introduction to the game, improvement of skills, national competition and college exposure) to Northern Ohio’s lacrosse community. The company also hosts charity events such as the ‘**Crosse out Cancer!** college lacrosse showcase (**raised a cumulative \$128,000 for Breast Cancer Research**) and the **Fisher House Charity Lacrosse Showcase (raised a cumulative \$364,000 for the families of wounded soldiers)** to raise money and awareness for those in need and to teach participants about their responsibility to reach out and make a difference in the lives of others.*